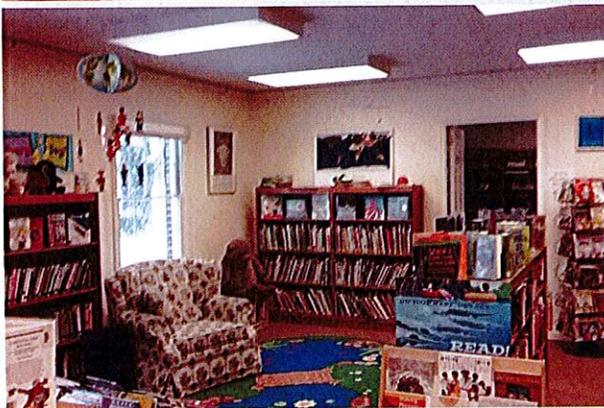
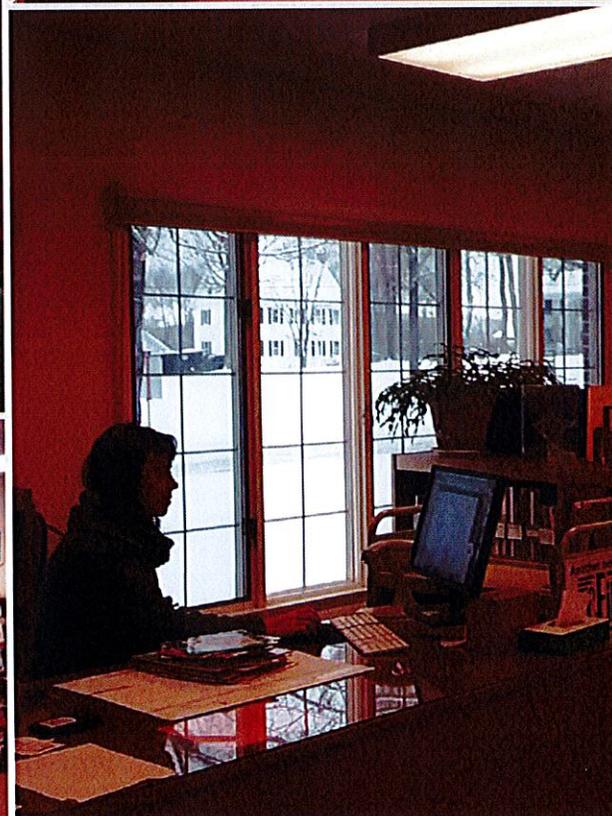
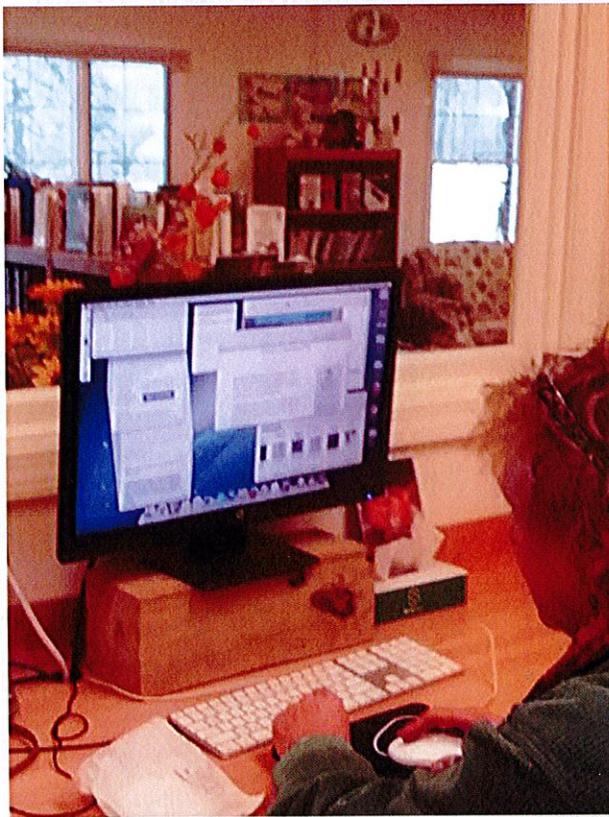


# Latham Memorial Library

## 2017 - 2020 Strategic Plan



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## Latham Memorial Library

December 2016

On behalf of the Trustees of Latham Memorial Library, I enthusiastically endorse the Latham Memorial Library 2017-2020 Strategic Plan and commend the outstanding commitment of those who spent a year developing this document (Tara Durkee, Pam Fein, Hedi Parafina, Merit Scotford, and Matt Senger).

The committee spent a year crafting a set of goals and objectives to help realize the vision and mission of the library as a “community gathering place that provides universal access to information, enabling learners of all ages to enrich their lives” and respond to the needs and recommendations related to library services that were gathered from a cross section of our community, including both our young patrons and adults.

Using this strategic plan as a map, we commit our energies to four goals that reflect our response to community needs and support our vision and mission. We will strive for balance between the charm of a small-town library and the emerging needs of our digitally connected information-driven and globally focused society.

Warmly and respectfully submitted,

A handwritten signature in blue ink, appearing to read 'Marla Iannello'.

Marla Iannello

Vice Chair, Latham Memorial Library Board of Trustees

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## Introduction

In the four years since we completed our first Strategic Plan, the *Latham Memorial Library Strategic Plan 2013-2016*, we have made much progress on the goals set out in that document: the effective use of available space; working to combine traditional media and evolving technology to meeting the changing needs of library patrons; making the library a welcome space for all segments of the community; and strengthening the library's funding and staffing levels.

Our most notable improvements include the refurbishment of the quiet reading room and the creation of a dedicated space for Teens; improvements to both internet connectivity and computer technology; expanded programming for both children and adults, the acquisition of books from the nation's best seller lists and expansion of the library's subscriptions, including the New York Times; and increasing the number of hours for the Assistant Librarian, especially to allow us to strengthen our children's services. Yet we recognize that much work still needs to be done.

It is with this understanding in mind that the Trustees launched a refresh of the original plan in the fall of 2015, beginning with a community survey and a series of 5 focus groups to solicit input from the Thetford community and the library's volunteers. This document represents the result of that effort. It is written in recognition of the fact that the library has limited access to financial resources; relies on a small, part-time professional staff augmented by a dedicated group of volunteers; and must accommodate a diverse set of patrons in a relatively small space.

The mission and vision of the Library that were articulated in our initial plan remain the same, as we seek to provide access to learning and discovery and to offer a gathering place for the Thetford community to share ideas. As in the case of the earlier plan, focus in the *Latham Memorial Library Strategic Plan 2017 – 2020* is on goals that seek to strengthen the services we offer; improve library facilities; strengthen the support we provide staff and volunteers to enable them to serve the library's patrons; and strengthen our financial management. The following sections provide a description of current library operations and summaries of the insights gained from the Thetford community survey and the subsequent focus groups.

## Current Library Operations

The Latham Library has close to 2,000 active patrons, accounting for an average of 916 visits a month. In addition, 37 Thetford Academy students visit the Teen Space each week during the school year (September – May). Our ten public computers are in use every day by adults and students, including those at Open Fields. Total materials checked out last year were 11,124,

## Latham Memorial Library 2017 – 2020 Strategic Plan

including over 1,000 downloaded books. During 2016, a total of 644 new books (214 Adult Books and 430 Children's Books) were acquired, as well as 48 Audio Books and 98 DVDs. New acquisitions include best sellers, such as *The Whistler*, *Two by Two*, *Small Great Things*, *A Gentleman in Moscow*, *The Underground Railroad*, *Hidden Life of Trees*, *News of the World*, and *Swing Time*. New subscriptions include the *New York Times*, as well as family passes to, Billings Farm, Fairbanks Museum, Shelburne Farms, Vermont Historic sites, Vermont Institute of Natural Science (VINS), and Vermont State Parks.

Our ability to serve the Thetford community depends heavily on the 12 front desk volunteers and the four other volunteers who work on our computers and process new books, CDs, and DVDs.

Weekly programs range from *Tales for Tots* to preschool story times and Friday after school events for 4th-6th graders. Monthly programs feature Magic Card Nights and Makerspace programs that provide a variety of hands on classes to both young and old. Simon Brooks gave two story sessions this year and VINS brought another lively crowd to the Library. In addition, we had several talks sponsored by the Vermont Humanities Council. For Halloween 120 children (plus their parents) toured the Haunted House in the basement and took a free book home for their treat from Latham.

The Library is also available to town groups, such as the Thetford Elder Network, Community Nurse, Parish Players, Revels North, Historic Preservation Committee, Thetford Hill Improvement Society, and the Water Coop, all of whom hold meetings at the Library.

### Thetford Community Survey

In order to launch our planning effort, we conducted a community wide survey about library use at the end of 2015. The survey, which was advertised on the Thetford Listserv and the Library website, solicited electronic input using *Survey Monkey*, an online resource. Paper copies of the survey were also available at the library. The survey was open for one month and obtained responses from 133 persons. We were encouraged that overall respondents were very satisfied with library services. Below are key highlights of the results. A detailed report of survey results is attached to this document as *Attachment A*.

Of the 133 respondents, 100 identified Thetford and Thetford Center as their place of residence; a relatively smaller number identified as residents of other parts of Thetford or beyond.

## Latham Memorial Library 2017 – 2020 Strategic Plan

Over 65% of the respondents say they use the library at least several times a month, with almost 38% using the library weekly or more frequently. While about 32% use the library once a month or less. The vast majority of respondents (almost 86%) use the library to borrow materials (books, videos, audiobooks); in addition to which almost 16% download audiobooks via *Listen Up! Vermont*. The second most heavily used service is the library's wireless network (almost 48%), followed closely by people (just over 47%) who come to the library to read (books, magazines, newspapers).

Of nearly 130 responses rating the 8 categories of roles that Latham Library provides, a strong majority of respondents found serving children and adults to encourage their interest in reading, intellectual discovery, and learning and providing materials (book, videos, audio books, etc.) was "very important/important" (roughly 80%). This represents a marginal increase from the last survey. Supporting students and independent lifelong learners of all ages (very important/important 90%); delivering comprehensive information and reference services on site and online (very important/important 72%,); and serving as an after school gathering place for students garnered a lot of positive feedback, doubling the "very important" response rate in comparison to the previous survey. The role of providing computers and internet access remains solid at 78% of respondents finding it to be "very important/important".

In terms of patron satisfaction, it is interesting to note that the library's collection of videos got the highest satisfaction rate, 53%. Children's Books, Juvenile/Young Adult Literature received the fewest evaluative responses; and Adult Fiction and magazines received a satisfaction rate in the mid-40 percentile group. While audiobooks and Adult Non-Fiction received the lowest satisfaction ratings at 38% & 35% respectively, the recurring theme in the comments reflects a desire for increased availability in all items, more variety and current items, as well as increased turnover with a high focus on having more NY Times best sellers.

A strong majority of respondents were satisfied to very satisfied with the staff's friendliness and knowledge (83%), internet access (79%), current library hours (73%), and availability of materials (72%). Areas involving the physical aspects of the library did not rate as highly (although solidly rated satisfactory by well over 50% of respondents); in descending order, respondents ranked the quality (67% satisfied) and viability (66% satisfied) of seating and work areas; followed by access to computers (59%) and informational signs (55%.) Specific comments by respondents describe the library as "having too few seats for reading; work tables being too crowded with materials to do any work; not enough computers; confusing signs to guide patrons to the FAX/copier; and the need for more signs to help access materials and clarify library policies." Services that were not rated as satisfactory as the above areas (but to which

## Latham Memorial Library 2017 – 2020 Strategic Plan

31% to 46% responded N/A include interlibrary loans (49% satisfied), the online catalog and online services (48% and 46% respectively), access to printer, copier, FAX (48%), and library sponsored programs for adults (38%) and children (41%).

On the subject of communication and outreach, the majority of respondents get their information through the Thetford Listserv (60%) and word of mouth (49%), while 31% get this information from the library bulletin boards and website (18%).

### Focus Group Discussions

During January and February 2016, 28 local residents participated in five separate focus groups. These groups consisted of parents, middle and high school students, volunteers, and general patrons. Members of the Latham Library Strategic Planning Committee led the groups. (See *Attachment B* for a detailed record of the discussions.) The focus group participants were asked to discuss four questions about Latham Library:

1. What is working?
2. What needs attention?
3. What are your concerns?
4. What are your hopes?

The groups unanimously praised the warm, welcoming, and traditional feeling of the library's space; and they especially valued the friendliness and helpfulness of staff. Participants considered the library a safe place for children after school hours. Additionally, both adults and teens regard the designated Teen Space as an important asset. Other library services that got positive comments included the after school programs for children, the availability of audio and video materials, and postings of special and continuing programs on the Thetford Listserv.

With regard to the library's space, the participants identified a need to refresh and refurbish the walls, furniture, and lighting, as well as improved access to computers. Especially the younger students requested a designated space for Tweens similar to what the Teens currently enjoy downstairs. Tweens currently are not allowed to join the Teens, and there is not enough room available upstairs to accommodate them without impacting other users.

When discussing the library's collection, participants felt that the organization of the various sections could be improved, as well as the accuracy the database catalog and the timeliness of getting new books and audiovisual materials into circulation. Additionally, participants requested better signage informing patrons how to find items in the collection and how to operate equipment such as printers and copiers. While the Thetford Listserv and the library's website do a good job of informing patrons about new acquisitions and special and continuing

## **Latham Memorial Library 2017 – 2020 Strategic Plan**

community programs, some felt that online communication can be augmented by postings on local bulletin boards frequently visited by patrons.

Two of the groups (students and volunteers) had specific concerns for the future. The students expressed a desire for extending operating hours. Many of them need to wait for rides from adults, who sometimes cannot be at the library before 5 pm. Additionally, participants were concerned that Latham Library may not be able to keep up with newly developing technologies and needs to continue building a collection with broad based appeal. Students thought that fewer of them may visit the library now that home access to computers and the internet is easier, while some adults worried about the library's liabilities with unstructured student time. Finally, the volunteers feel a strong need to improve communication with staff and to improve their knowledge of delivering library services especially online to patrons.

In summary, all groups hoped that Latham Library will continue to be the welcoming, friendly, cozy library that it is now. Collectively, they wished for increasing the current collection of books, audio, and video materials, along with the number and variety of community programs for adults and children. Some patrons also hoped to see an improvement in volunteer training, retention, and recruitment, while many others asked for increasing educational opportunities in using technology to better access library services. Over the coming years, participants expressed their wishes for better signage and increased publicity to help patrons to better identify and use the library's resources.

## Mission

The mission of Latham Memorial Library is to be a community gathering place that provides universal access to information, enabling learners of all ages to enrich their lives.

## Vision

Latham Memorial Library is a place that provides comfortable spaces for study, research, reading and discussion. The library offers a variety of educational programs and media to meet the needs and interests of its patrons. While it uses technology to broaden its resources, as well as its access to information and interactions with the community, the library also encourages and enables its patrons to directly interact with staff and other members of the community.

### **Goal 1: Expand Latham Memorial Library services and collections based on the needs and interests of the Thetford community**

When you look at the calendar of events on the Thetford Library website, you discover Latham Library is a very busy place that provides a wide variety of services to a diverse population and also provides our community with many ways to interact. Our adult programming includes book discussion, knitting, technology education, and various free community meetings. For those at the other end of the age spectrum, the library has a weekly preschool story time to expose preschoolers to a variety of printed materials and give their parents and caregivers the opportunity to socialize and support one another. School age children are offered a weekly program that includes a healthy snack, an age appropriate story and craft or activity, and for the older school age group, we have introduced Makerspace programs that encourage participants to cooperatively design and create unique projects with a variety of tools. A growing population of middle and high school students find the Teen Space to be a perfect place to complete school work and socialize during the after school hours. In addition to all these activities, the regular acquisition of Best Seller books and subscriptions to various magazines and newspapers, including the weekday *New York Times*, has been an important way to keep our community informed, educated and entertained.

During the coming years, we will place great emphasis on maintaining a balance between Latham's small town library charm and taking advantage of emerging technology. To that end, we will expand our services by providing the most current books and materials, expanding technological offerings via e-books and classes, and also exploring an increase in the library's open hours. We will also continue to upgrade our technology infrastructure, new computers,

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faster internet access, and increased access to software that our users need but may not have access to at home.

### **Objective 1.1: Expand programs and classes**

Over the last few years, Latham Library has expanded its mission as a library to include a variety of programs and classes for both children and adults. We will continue to explore innovative programs and classes that provide opportunities for learning, discovery, and a diverse conversation of ideas.

Strategy 1.1.1: Expand the availability of programs and classes of particular interest to our user community, including a variety of cultural topics and technology skills.

Strategy 1.1.2: Pursue opportunities to make programs and services offered by other organizations available to library patrons.

**Measure:** Patron satisfaction with available programs

### **Objective 1.2: Grow library collection**

The Thetford community continues to turn to Latham Library collection of printed and electronic materials as a source of intellectual stimulation and entertainment. To meet this need, we will continue to grow the library's collection of printed and electronic materials.

Strategy 1.2.1: Examine strengths and weaknesses of current collection.

Strategy 1.2.2: Provide additional materials in a cost effective manner.

Strategy 1.2.3: Expand the availability of software to support user creativity and communication skills.

Strategy 1.2.4: Explore additional opportunities to collaborate with other area libraries to increase the variety of materials available to Latham patrons.

**Measure:** Patron satisfaction with collection

### **Objective 1.3: Continue to upgrade library technology**

Recognizing that providing access to technology is one of the key ways modern libraries serve their user community, we will make a concerted effort to maintain and improve Latham Library's technology infrastructure, including our network, computer, printer, and reproduction capabilities.

Strategy 1.3.1: Establish a Technology Committee to oversee library systems and equipment.

Strategy 1.3.2: Implement a documented technology management plan and refresh cycle to best satisfy user needs.

Strategy 1.3.3: Improve the quality and usefulness of the library's databases.

**Measure:** User satisfaction with library technology and databases

#### **Objective 1.4: Increase community reach and impact**

The services Latham Library provides to the community rely on the hard work of its part time librarians and a corps of dedicated volunteers. We will seek to explore ways in which the library can increase its reach and impact in the Thetford community, including a potential expansion of hours.

Strategy 1.4.1: Explore opportunities to expand opening hours of library to better meet patron needs.

Strategy 1.4.2: Enhance outreach to and communication with the Thetford community.

Strategy 1.4.2: Explore opportunities to bring library services to homebound individuals.

**Measure:** Patron satisfaction with quality and frequency of communication about library programs and offerings

#### **Goal 2: Continue to improve library facilities to better meet the needs of our users and the larger community**

The Latham Library is housed in the beautiful Bicentennial Building, which it shares with the Thetford Historical Society. In addition to borrowing books and searching for information, adults use the library to visit with friends and neighbors, attend meetings, view art exhibits, work on their laptops or the library's computers, or simply read. The town's youth regularly gather at the library after school and the older ones enjoy using the Teen Space and find that it works well to serve its purpose. Sadly, depending on the time of day or day of the week, these multiple functions of the library can result in competition for available space.

While the building is owned by the Thetford Library Federation, the Latham Trustees have invested significant efforts over the last few years to improve the usability and friendliness of the library space, including new armchairs in the reading room, additional computers, and couches and lounge chairs in the Teen Space. Most recently, we installed a beautiful new checkout desk that was built by students at Thetford Academy. However, we recognize that there continues to be room for improvement. While the space allocated for the library gives us limited options to expand, we will explore ways to reconfigure our space to more effectively meet user needs and identify options for a dedicated Tween Space, something that the younger respondents to both community survey and focus groups would very much like to see. Also, we will continue to upgrade the furniture and equipment.

### **Objective 2.1: Continue to upgrade the quality of furnishings**

Over the last few years, the Trustees made significant investments to upgrade library furnishings. However, this work is not complete. We will continue this effort by making further improvements to make the library more welcoming and enable it to better meet the needs of its diverse user community.

Strategy 2.1.1: Prioritize and pursue upgrade needs.

Strategy 2.1.2: Improve library signage to highlight library resources and ease patron access to the library's collections.

**Measure:** Patron satisfaction with library furnishings and signage

### **Objective 2.2: Seek ways to optimize space utilization**

In response to changing user needs, we will explore ways to reconfigure the library space to improve our ability to serve our diverse population within the constraints of our building, including the determination of how best to accommodate our Tween patrons.

Strategy 2.2.1: Establish a space utilization and configuration working group comprised of representatives of the diverse user community (staff, trustees, patrons, volunteers).

Strategy 2.2.2: Work with Thetford Historical Society to explore opportunities provided by jointly utilized space.

**Measure:** Implementation of working group recommendations

## **Goal 3: Strengthen support for Library Staff and Volunteers**

Both in their survey responses and during focus group discussions, our patrons made clear that a large part of what makes our library special is the dedicated service of our professional staff and volunteers. Their friendliness and readiness to help were specifically mentioned. In recognition of the importance of their service, we will seek to identify ways of making their work more satisfying and enjoyable; ways of helping them hone the skills needed to respond to the requests of our patrons; and ways of examining our current staffing model to identify how we can best serve our patrons.

### **Objective 3.1: Strengthen camaraderie and morale**

Recognizing the importance of morale to attracting and retaining volunteers and professional staff, we will seek ways to strengthen camaraderie among professional staff, volunteers, and the Board of Trustees to continue to make Latham library a supportive and attractive working environment where everyone's contribution is valued and strengthened.

## Latham Memorial Library 2017 – 2020 Strategic Plan

Strategy 3.1.1: Provide regular opportunities for professional staff, volunteers, and trustees to become better acquainted.

Strategy 3.1.2: Develop systems which enable professional staff, volunteers, and trustees to openly communicate questions, cares, and concerns regarding work at Latham library.

**Measure:** Opportunities promote communication with and accessibility to each other

### **Objective 3.2: Strengthen knowledge and skills**

Taking into account the changing environment of library services and diverse needs of our patrons, we will seek to provide opportunities for professional staff and volunteers to enhance both their traditional and technical knowledge and skills.

Strategy 3.2.1: Strengthen the training of new and existing volunteers in the use of existing equipment, in their knowledge about the library's inventory and program events, and in assisting and educating patrons to access materials from Latham's website.

Strategy 3.2.2: Support regular and active participation of professional staff in continuing educational opportunities.

**Measure:** Satisfaction with educational training opportunities and familiarity with and ability to deliver library services

### **Objective 3.3: Expand current staffing model**

In response to changing patron needs, we will explore opportunities to modify the present staffing model, including ways to address our patrons' requests of expanded library hours and to increase the variety of opportunities for individuals to support the library in a volunteer capacity.

Strategy 3.3.1: Develop a staffing plan for professional staff and volunteers to support expanded operating hours.

Strategy 3.3.2: Recruit additional volunteers with interests or backgrounds to support current and future projects, as needed.

**Measure:** Flexibility of staffing model to support expanded hours

## **Goal 4: Strengthen management of our financial resources**

The majority of the Latham Library operating expenses are covered through the Thetford Town Budget, which largely pays for the salary and benefits of our professional staff. As taxpayers, the Latham Trustees are sensitive to the burden of rising taxes on the community and seek to minimize increases in requests for town funding. Therefore, we consistently seek to

## Latham Memorial Library 2017 – 2020 Strategic Plan

supplement taxpayer funding to pay for library programming (ranging from the acquisition of new books to children’s programming and new technology) and facility improvements through our annual appeal, the very successful semi-annual book sales, and other fundraising efforts, not to mention the hours of volunteer time contributed by the community. Additionally, we are fortunate to have an endowment that supplies a small annual stipend, and the Library occasionally receives additional contributions and memorial donations.

However, we are all too conscious of the constantly changing landscape of library services, impacting even small town libraries like our own. As a result, we will be increasingly challenged to maintain fiscal responsibility while working to continually improve Library services and facilities to meet the evolving needs of the community. We will continue to aim for limited increases in taxpayer funding while ensuring funds available are used in the most effective manner possible. To that end, we will explore additional revenue sources, including new or expanded fundraisers and the pursuit of grant funds to help with our operating expenses and specific initiatives. Additionally, we will seek to enhance our management reporting to better enable us to monitor our progress against the strategic goals identified in this plan.

### **Objective 4.1: Demonstrate effective use of library resources.**

The Thetford taxpayers and our contributors entrust us with the responsibility for using funds in the most efficient and effective manner towards meeting Library goals. In an effort to strengthen our ability for responsible decision making regarding Library finances, we will further enhance our reporting capabilities.

Strategy 4.1.1: Develop multi-year financial budget projections to support capital and strategic initiatives.

Strategy 4.1.2: Enhance reporting tools to enable the Board and Librarians to better monitor progress toward strategic goals.

Strategy 4.1.3: Enhance policies and reporting concerning the Library’s Endowment.

Strategy 4.1.4.: Examine other current revenues and expense items for opportunities to expand or maximize the effectiveness of fundraising efforts.

**Measure:** Linkage between financial reports and Strategic Plan

### **Objective 4.2: Explore new or increased non-public funding sources.**

We already utilize multiple sources of private funding. However, as we seek to expand the services Latham Library provides, we will seek to expand funding from these sources. We will coordinate fundraising efforts with the activities of the strategic plan over the next three to five years.

**Latham Memorial Library 2017 – 2020 Strategic Plan**

Strategy 4.2.1: Evaluate effectiveness of current annual appeal and recommend enhancements.

Strategy 4.2.2: Develop a plan to support the multi-year budget for strategic and Capital initiatives.

Strategy 4.2.3: Identify opportunities for grant-based funding.

Strategy 4.2.4: Develop a reference list of potential funding sources and/or strategies for use by Trustees and Librarians as needed.

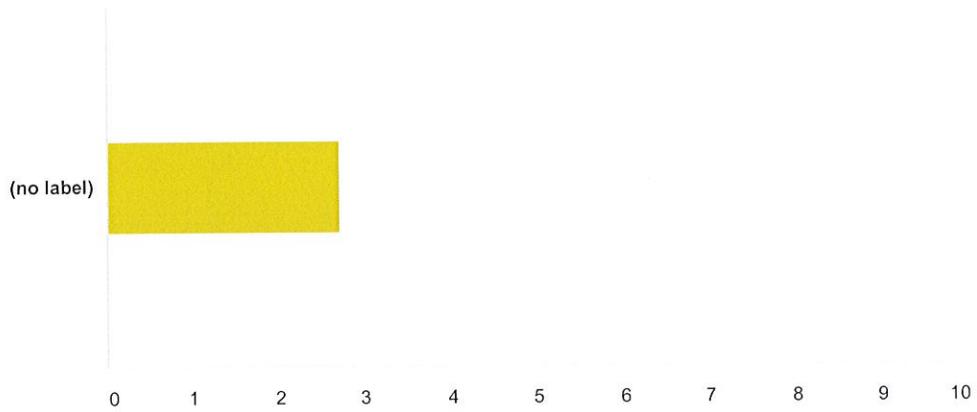
Strategy 4.2.5: Coordinate funding strategies with other local organizations, as needed.

**Measure:** Implementation of a multi-year fundraising plan

Attachment A:  
Thetford Community Survey

### Q1 How often do you use the Latham Library?

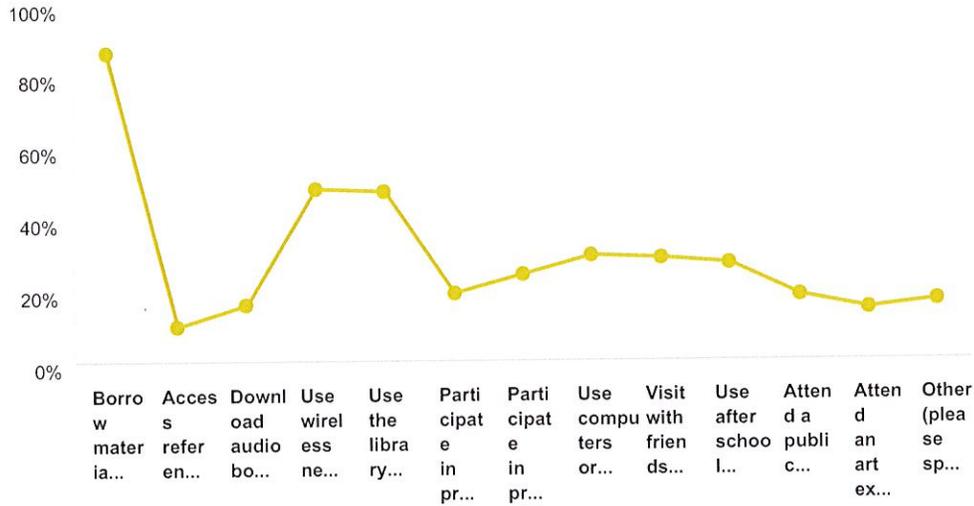
Answered: 133 Skipped: 1



	More than once a week	Once a week	A few times a month	Once a month	Occasionally	Not at all	Total	Weighted Average
(no label)	23.31% 31	14.29% 19	27.82% 37	7.52% 10	24.06% 32	3.01% 4	133	2.69

## Q2 How do you use the library? (check all that apply)

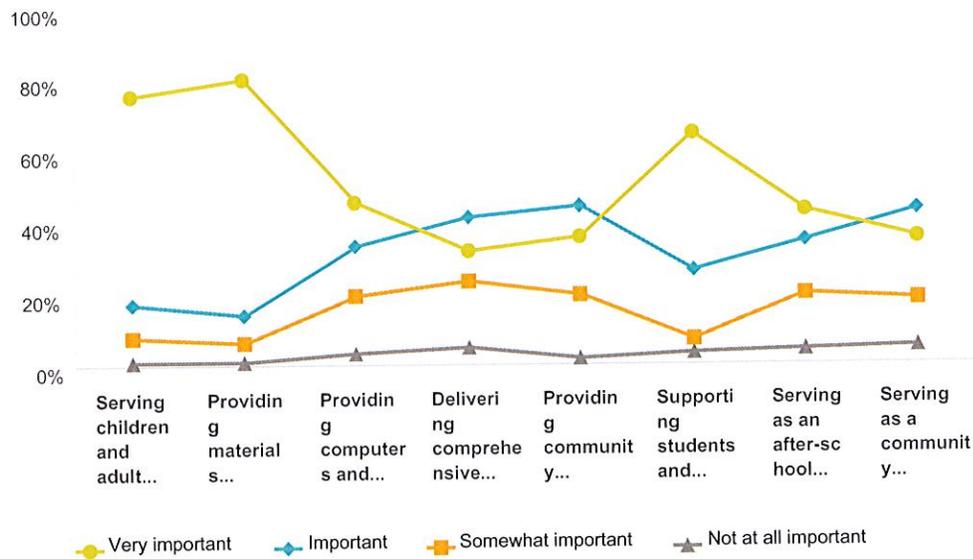
Answered: 134 Skipped: 0



Answer Choices	Responses
Borrow materials (books, videos, audio books)	85.82% 115
Access reference materials or staff resources	9.70% 13
Download audio books via Listen Up! Vermont or OneClickdigital	15.67% 21
Use wireless network	47.76% 64
Use the library to read (books, magazines, newspapers)	47.01% 63
Participate in programs for adults	18.66% 25
Participate in programs for children	23.88% 32
Use computers or other equipment (copier, printer, Fax)	29.10% 39
Visit with friends and neighbors	28.36% 38
Use after school (including Teen Space)	26.87% 36
Attend a public meeting	17.91% 24
Attend an art exhibit	14.18% 19
Other (please specify)	16.42% 22
<b>Total Respondents: 134</b>	

### Q3 Please tell us how important the following roles of the library are:

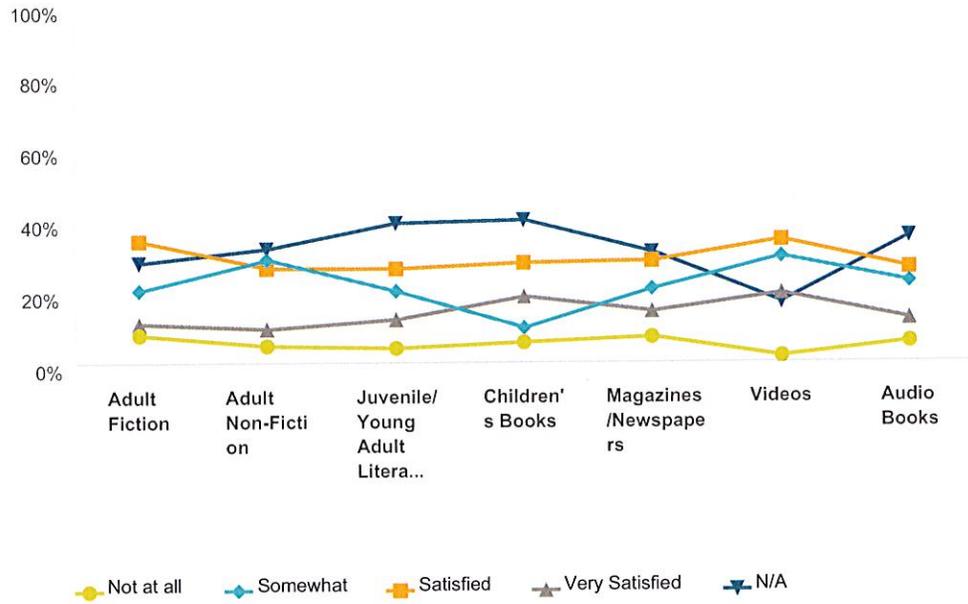
Answered: 132 Skipped: 2



	Very important	Important	Somewhat important	Not at all important	Total	Weighted Average
Serving children and adults to encourage their interest in reading and learning	74.81% 98	16.79% 22	7.63% 10	0.76% 1	131	2.66
Providing materials (books, videos, audio books, etc.) that are responsive to user interests	79.39% 104	13.74% 18	6.11% 8	0.76% 1	131	2.72
Providing computers and internet access	45.04% 59	32.82% 43	19.08% 25	3.05% 4	131	2.20
Delivering comprehensive information and reference services on site and on-line	31.54% 41	40.77% 53	23.08% 30	4.62% 6	130	1.99
Providing community enrichment through book discussions, movie nights, author readings, story times, etc.	35.38% 46	43.85% 57	19.23% 25	1.54% 2	130	2.13
Supporting students and independent life-long learners of all ages	64.12% 84	25.95% 34	6.87% 9	3.05% 4	131	2.51
Serving as an after-school gathering place for students	42.64% 55	34.11% 44	19.38% 25	3.88% 5	129	2.16
Serving as a community gathering place for adults and youth to meet and work	34.88% 45	42.64% 55	17.83% 23	4.65% 6	129	2.08

### Q4 How satisfied are you with the library collection of:

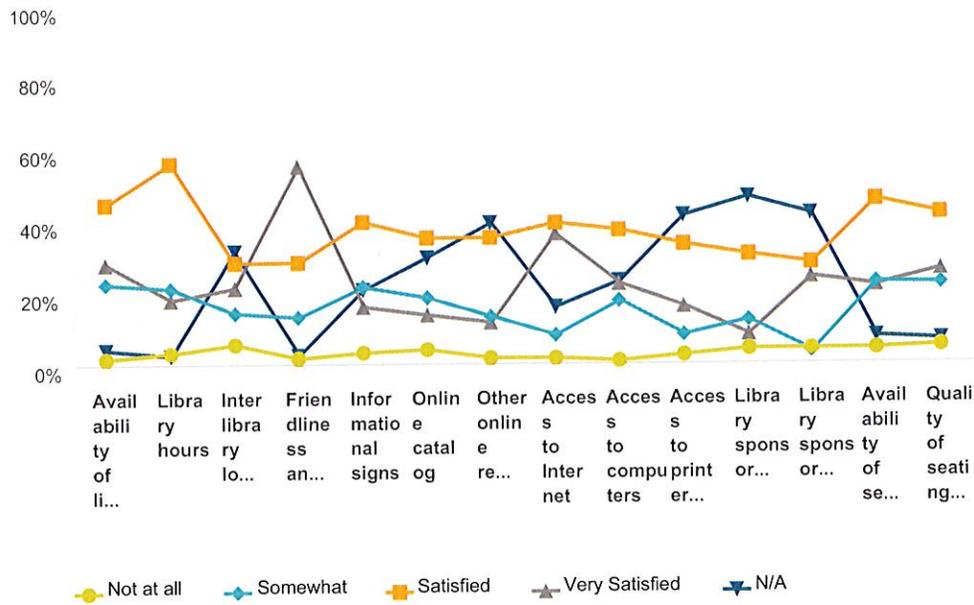
Answered: 131 Skipped: 3



	Not at all	Somewhat	Satisfied	Very Satisfied	N/A	Total	Weighted Average
Adult Fiction	7.69% 10	20.00% 26	33.85% 44	10.77% 14	27.69% 36	130	2.66
Adult Non-Fiction	4.62% 6	28.46% 37	26.15% 34	9.23% 12	31.54% 41	130	2.58
Juvenile/Young Adult Literature	3.94% 5	19.69% 25	25.98% 33	11.81% 15	38.58% 49	127	2.74
Children's Books	5.51% 7	9.45% 12	27.56% 35	18.11% 23	39.37% 50	127	2.96
Magazines/Newspapers	7.03% 9	20.31% 26	28.13% 36	14.06% 18	30.47% 39	128	2.71
Videos	1.57% 2	29.13% 37	33.86% 43	18.90% 24	16.54% 21	127	2.84
Audio Books	5.51% 7	22.05% 28	25.98% 33	11.81% 15	34.65% 44	127	2.67

### Q5 How satisfied are you with library services in the following areas?

Answered: 131 Skipped: 3



	Not at all	Somewhat	Satisfied	Very Satisfied	N/A	Total	Weighted Average
Availability of library materials (books, videos, audio books, etc.)	1.59% 2	22.22% 28	44.44% 56	27.78% 35	3.97% 5	126	3.02
Library hours	3.10% 4	20.93% 27	55.81% 72	17.83% 23	2.33% 3	129	2.90
Interlibrary loan services	5.47% 7	14.06% 18	28.13% 36	21.09% 27	31.25% 40	128	2.94
Friendliness and knowledge of library staff	1.61% 2	12.90% 16	28.23% 35	54.84% 68	2.42% 3	124	3.40
Informational signs	3.15% 4	21.26% 27	39.37% 50	15.75% 20	20.47% 26	127	2.85
Online catalog	3.97% 5	18.25% 23	34.92% 44	13.49% 17	29.37% 37	126	2.82
Other online resources	1.63% 2	13.01% 16	34.96% 43	11.38% 14	39.02% 48	123	2.92
Access to Internet	1.56% 2	7.81% 10	39.06% 50	35.94% 46	15.63% 20	128	3.30
Access to computers	0.79% 1	17.32% 22	37.01% 47	22.05% 28	22.83% 29	127	3.04
Access to printer, copier, and FAX	2.36% 3	7.87% 10	33.07% 42	15.75% 20	40.94% 52	127	3.05
Library sponsored programs for adults	3.97% 5	11.90% 15	30.16% 38	7.94% 10	46.03% 58	126	2.78
Library sponsored programs for children	3.97% 5	3.17% 4	27.78% 35	23.81% 30	41.27% 52	126	3.22

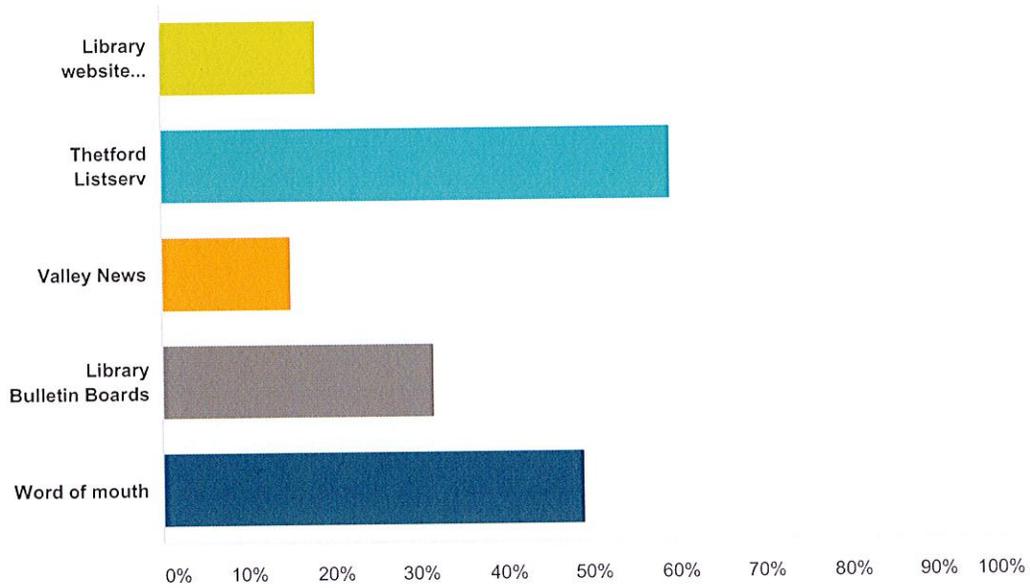
# Latham Library User Satisfaction Survey

SurveyMonkey

Availability of seating and work areas	3.97%	22.22%	45.24%	21.43%	7.14%		
	5	28	57	27	9	126	2.91
Quality of seating and work areas	4.69%	21.88%	41.41%	25.78%	6.25%		
	6	28	53	33	8	128	2.94

### Q6 How do you learn about library events? (Click all that apply)

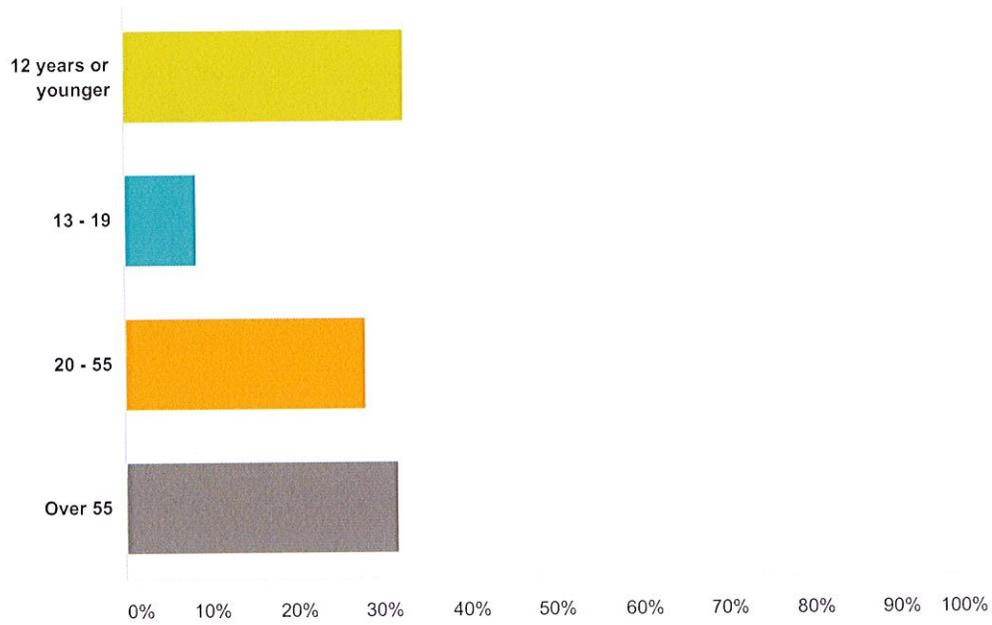
Answered: 127 Skipped: 7



Answer Choices	Responses
Library website ( <a href="http://thetfordlibrary.org/">http://thetfordlibrary.org/</a> )	18.11% 23
Thetford Listserv	59.06% 75
Valley News	14.96% 19
Library Bulletin Boards	31.50% 40
Word of mouth	48.82% 62
<b>Total Respondents: 127</b>	

### Q7 What is your age range

Answered: 133 Skipped: 1



Answer Choices	Responses	
12 years or younger	32.33%	43
13 - 19	8.27%	11
20 - 55	27.82%	37
Over 55	31.58%	42
<b>Total</b>		<b>133</b>

**Q8 Do you have any comments you wish to share?**

Answered: 59 Skipped: 75

## Latham Library User Satisfaction Survey

Do you have any comments you wish to share?

Answer Options	Response Count
<i>answered question</i>	59
<i>skipped question</i>	75

Number	Response Text
1	Yup--I love my small town library and thank you for being here.
2	need more Sports Illustrated
3	That it is a very good library and a good place to read I find I rely on ILL heavily because the books I'm interested in reading or topics I'm interested in are not available at my library. I am very grateful for the ILL service, though I do feel that I feel less connected to the Latham library. ILL also tends to come with a shorter loan time, and a longer wait time.
4	We are so lucky to have two welcoming, well stocked libraries in our town and though my children are too old for the children's programs, I am so happy to see them thriving. The museum passes are a huge bonus.
5	I have a lot! I think that the library maybe can open up a bigger outside playing space. Maybe some more outside stuff, cover from rain and such and possibly like a treehouse or fort! In the inside living space I would like some more seating and work space, right now it is really small with all the people coming! I would like to see some change at Latham Library for the fact that lots of people don't have much things to do and/or enough space to do it! Thanks for your help! 😊
6	I do like the library's events that they host. I also like that they allow space for children whom may need it after school.
7	No
8	The library is a really great place for us sixth graders, you sac surf the Internet, borrow books, movies and audiobooks. It's a great place to hang out!!! 😊😊😊😊😊😊
9	The library is awesome
10	I don't hear about events. I would like more hours,
11	A better way to communicate with the community of events because I don't know about upcoming events.
12	I don't go to the library much, like twice a year
13	I don't usually hear about the events that happen at the library.
14	I got yelled at for sitting and reading a book
15	No
16	You should probably get some Garfield, Calvin and Hobbes, and Peanuts.
17	The library is awesome!
18	

- Thetford's libraries are terrific assets to the town. The staff does a great job.
- 19 Well done!
- 20 I love the library!
- 21 I want to be able to go in the basement without getting kicked out
- 22 I think the teen space should be open to 6th grade +
- 23 Sony kick kids out of the teen Room
- 24 Open the teen room to 6graders
- I would like to learn more about downloading audio books. In other towns I have been able to use Overdrive (as have my elementary aged kids) to download digital books in both audio and reading forms and LOVE IT - could do it any time from any wifi connection.
- 25
- 26 my mom works at the lathem library so get to go there a lot :)
- It could be a lot more interesting Reading programs or clubs for adults.
- More programs to help people with computers and accessing the interlibrary loan and state libraries.
- Volunteers need to have better training in computers and be more knowledgeable about what new books are on the shelves and are on the list to be ordered for the future.
- 27
- 28 I like how the library lets kids bring stuff to the library and do homework
- I like the library because it lets us kids access to it after school we have nowhere to go after school. It also is great for learning, witch is important.
- 29
- i think Latham library is a great place to read and hang out. your doing great. i love coming here
- 30
- I find it very annoying when I am looking at books and the only one in the library yet I can't concentrate because the staff are talking too loud
- 31
- I would like to see activities for children that fall outside of the work week as well as an expanded children's section. I appreciate that the staff tries very hard, but the children's section is really very meager.
- 32
- 33 Love the Library!
- 34 I wish there were newer books.
- I'd love to see the library open 9- 3 on Saturdays... and OPEN SUNDAY! 10-2pm - preferred, but 10-1 would be better than nothing...PLEASE consider having the library open on Sunday. Introducing Sunday's in the winter months could be very well received. Norwich and Howe have Museum passes to lend.
- 35 This would be a great addition.
- I wish that the teen space were not as loud and a place where homework could actually get done.
- 36
- 37 Thank you!
- 38 Latham is a good place to hang out after school.

- 39 As I mentioned above, I would like to provide yoga classes to the community and to be able to rent the downstairs space for an evening class. There would be payments to the teacher. Please consider opening the library up to these kinds of classes. Thank you.
- It would be nice if Latham had a rack of "beach books" for trading like Peabody, or a tiny library... something for when the library is closed.
- 40 It's WONDERFUL to have a town library and a safe, welcoming, public space. As a kid, my town library was a safe haven from an abusive family -- I'm sure I'm not the only one.
- 41 Emily and Peter are amazing and we are lucky to have them.
- 42 The changes that have been made in recent years are great! The state collection we get adds to the diversity and interest of the collection. I'd like to see a MUCH better collection topics of handcrafts (knitting, quilting, sewing, weaving, etc....). Get rid of out of date/ancient books!!
- 43 I love our library.
- 44 Bradford and Fairlee libraries are more current and energetic.
- 45 I am very happy with the library considering the size of the town and budget, but would love to see a larger fiction section.
- 46 we love the library and the librarians, both at Latham and Peabody and feel grateful for all you do!!
- 47 I find the library staff and volunteers very helpful and friendly. kudos to all of them.
- 48 would be wonderful to be able to use card at other town libraries, i.e., Howe, Norwich
- 49 I do not have children but I think it important to continue to have the library be a gathering spot for families and children.
- 50 Look to the Lyme library to see how they offer many activities to all ages. Way ahead of Thetford libraries.
- 51 I love our library and really appreciate that you are embarking on this effort to improve it.
- 52 I don't use the library as often as I should. Perhaps when I retire . . .
- 53 Overall a terrific library for a small townthetford center
- 54 This is an excellent small town library with an appealing selection of materials and a cheerful willingness to obtain from outside sources (such as ILL) whatever a customer might need or want. Thanks to excellent staff as well as all the volunteers who give of themselves to make our library a very special place.
- 55 I have been amazed that my tastes in reading have been so well satisfied when I read 2-3 books a week! Such a wonderful library so close to my home! It is also a lovely building to enjoy. Thank you all!
- 56 I'm looking forward to getting involved in the volunteer program when I retire.

- I love the physical space of Latham. Conveniently located to the schools, a warm, comforting, friendly, cozy feeling to the space. I like the teen open mic night. My kids are avid audio-book listeners through the service that allows them to download books onto their iPads. I don't necessarily feel that the town library has to have top-notch reference library/librarian services, because there are other resources in the Upper Valley, and a small town library can't do everything - I'm willing to trade off on that. overall, I love the Thetford libraries.
- 57
- I would like to see a fiction book club (preferably run by someone other than nonfiction leader Landaman who does an excellent job with nonfiction.)
- 58
- Library is not a vibrant place to be.
- 59

## Q9 Town of Residence

Answered: 120 Skipped: 14

**Town of Residence:**

Thetford/Thetford Center: 100

East Thetford: 6

North Thetford: 1

Post Mills: 6

Fairlee: 1

Hartford: 1

Norwich 1

Strafford: 1

Chelsea: 1

Attachment B:  
Focus Group Details

## **Latham Memorial Library 2017 – 2020 Strategic Plan**

During January and February 2016, 28 local residents participated in five separate focus groups for: Parents, Volunteers, General Users, Middle School Students, and Thetford Academy Students. Members of the Latham Library Strategic Planning Committee led the groups.

### **Parents**

5 participants

#### **What is working?**

- Listserv and timeliness of posting
- After school programming
- Nice for tweens to have place to go
- Opportunity for homework time
- Magic and Pokémon nights
- A safe and separate space for tweens
- Wi-Fi
- Consistency of children and tweens programming
- Flexibility and approachability

#### **What needs attention?**

- More computers and laptops available for tweens
- After school time for children younger than tweens
- Lack of space
- Responsibility
- More books available for tweens and adults
- Cataloging and keeping track of books
- User notification
- Tween beverage abuse
- Rules of behavior and agreement for the tweens

#### **What are your hopes?**

- Social media education night for parents
- Teaching children how to download eBooks
- Magic and Pokémon nights with a weekend night possibility
- Classic movie nights monthly
- Additional special programming for book and programming integration
- Book trading and exchange

## **Latham Memorial Library 2017 – 2020 Strategic Plan**

Additional space and reconfiguration

Improved communication

Updating website in a timely manner

Activities geared to 5<sup>th</sup> and 6th graders like Legos, magic, or knitting

### **What are your concerns?**

Space for kids remains priority

Responsibility of unstructured student time acceptable to the library

Clutter from backpack, jacket, and boots in front hall

Keep books

Continue to build book collection with a broad base appeal, for example, graphic novels

## **Volunteers**

2 participants.

### **What is working?**

Upstairs is a welcoming space to people.  
Displays of various materials and ideas by the front desk  
Comfortable adult reading room  
New back door works well and looks good  
Valuable resource

### **What needs Attention?**

More light in the Reading Room  
Downstairs area and the walls, paint, and tapestries throughout  
Harsh lighting  
Front lighting fixtures  
Handicap accessibility  
Timely processing of new acquisitions  
Clarify and streamline process  
Sequencing  
Communication with volunteers  
Orientation, training, and probation period  
Handoffs  
Cleaning CDs and Audio books  
Need equipment  
Front walk transition to the road is dangerous  
Smell of the bathroom  
Unreturned books  
Database usability

### **What are your hopes?**

Volunteer feedback regarding insights and assistance  
Acquiring a complete collection  
Accounting for all books  
Succession planning  
Staff retention and recruitment

**Latham Memorial Library 2017 – 2020 Strategic Plan**

**What are your concerns?**

Use of library resources as childcare

Town approved funding

Liability

## **General Users**

3 participants.

### **What is working?**

Availability of audio and video materials

Teen Space

Volunteer system, generally, but are there enough volunteers.

### **What needs attention?**

Signage

Organization

Reference section

Electronic access and training on how to process state and inter-library loans

Continuing education and In-service training for volunteers

Knowledge about eBooks and Listen Up! VT

Training on use of electronic equipment

Storage of children's backpacks and personal belongings during workshop days

Volunteer contact list that makes it easier for volunteers to swap shifts

Collection and circulation database

Updating technical non-fiction selection, like solar energy, for things that change quickly

Improved process for getting new books to shelves

Accurate entries to the database

### **What are your hopes?**

A shelf for free books like Peabody's

More light in the Reading Room, particularly focal lights

Active Thursday night programs to increase visits to the library

Active collaboration with the historical society

More tech help sessions

More adult programming

Establish a wish list for adult programs

More frequent Listserv posts that are timed to coincide with events

Outside signage

Small notice board

Ideas from other libraries

**Latham Memorial Library 2017 – 2020 Strategic Plan**

**What are your concerns?**

Not keeping up with technology to maximize the use of tech resources

IT security

Dwindling relevance of the nonfiction section

## **Thetford Academy Middle School Students**

8 participants.

### **What is working?**

We like the Teen Space. The couches are comfortable. We like having the computers.

We like that we can wait for our parents upstairs if the Teen space is closed.

We like having the porch available for waiting for our rides after the library closes.

There is enough variety in books and video.

### **What needs attention?**

Sometimes the library is closed when Thetford Academy is closed or school is half-day only.

When the weather is bad, it is harder to wait for our rides once the library is closed. It would be nice if the library stays open a little later.

### **What are your hopes?**

We would like food to be available.

We would like to see more organized activities like the ones for younger kids. Maybe also have more board games available.

Have more open mic nights.

Have the bus service to include Latham Library.

For the Teen Space, we would like at least another couple of computers. Also a school banner with the panther to show school spirit.

Please keep the couches and armchairs and beanbags because they are comfortable.

### **What are your concerns?**

Some people do not clean up their mess.

The computers may be taken away.

## **Thetford Academy High School Students**

10 participants.

### **What is working?**

A decent selection of DVD's and books to supplement TA library's collection

Teen Space

Open library hours after school is out.

Inter library loans service is helpful during the summer.

Reading circles for younger children like Peter Blodgett's reading to the third graders

### **What needs attention?**

Prefer a larger variety of DVDs such as movies not easily available through Netflix or like older movies that are considered "classics"

For library to stay open later than 5 pm, especially during winter months since it is too cold to stay outdoors.

Need a designated quiet area for doing homework

Better lighting in the front room downstairs

Need more computers with some designated as "homework" computers

More flexibility for use of the Reading Room by teens to do homework since it is quieter

Fix some of the wobbly furniture.

Need signs for where to find materials in the library

### **What are your hopes?**

Library to have better, more comfortable furniture.

Programs for Friday night movies chosen by teens along with a discussion of the films viewed.

Current events discussion group facilitated by teens.

A large screen TV.

More "classic" books and movies available for borrowing.

Library will always keep its cozy and friendly feeling.

### **What are your concerns?**

Library may become less friendly.

They might lose the Teen Space, because it is now easier to have internet access at home, making fewer teens want to go to the library.

Busy schedules and differing time schedules would make it difficult to have enough teens attend programs that have been specifically arranged for them. Wednesday afternoons and Friday evenings maybe potential times.

There may not be enough reminders announcing the library's teen programs. The school assembly, Listserv, and TA's school cafe bulletin boards are good places to read announcements.